

ORDER



KSDK

Orders
Order / Rev: 711720
Alt Order #: 06305551
Product Desc: ATTORNEY KOSTER
Estimate:
Flight Dates: 10/01/12 - 10/07/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

Primary AE: Joe McGuire
Sales Office: T-ATL
Sales Region: NAT

Agency Name: Luc Media, Inc./ POL
Buying Contact:
Billing Contact:
 25 Whitlock Place SW Suite 201
 Marietta, GA 30064

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Koster, Chris, Atty General / D
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	52	\$33,775.00	\$28,708.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$33,775.00	\$28,708.75	0.00
Totals	52	\$33,775.00	\$28,708.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe McGuire			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/01/12	10/01/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1			\$500.00		0.00			
2	KSDK	10/02/12	10/02/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1			\$500.00		0.00			
3	KSDK	10/03/12	10/03/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----			1			\$500.00		0.00			
4	KSDK	10/04/12	10/04/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---			1			\$500.00		0.00			
5	KSDK	10/05/12	10/05/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--			1			\$500.00		0.00			

Order / Rev: 711720
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 Flight Dates: 10/01/12 - 10/07/12

Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/01/12	10/01/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					2	\$450.00		0.00			
7	KSDK	10/02/12	10/02/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					2	\$450.00		0.00			
8	KSDK	10/03/12	10/03/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	--W----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					2	\$450.00		0.00			
9	KSDK	10/04/12	10/04/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$450.00		0.00			
10	KSDK	10/05/12	10/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					2	\$450.00		0.00			
11	KSDK	10/01/12	10/01/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
NWS CH5 NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$300.00		0.00			
12	KSDK	10/02/12	10/02/12	M-F Noon News Noon News	CM	12-1230p	-T-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
NWS CH5 NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$300.00		0.00			
13	KSDK	10/03/12	10/03/12	M-F Noon News Noon News	CM	12-1230p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
NWS CH5 NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$300.00		0.00			
14	KSDK	10/04/12	10/04/12	M-F Noon News Noon News	CM	12-1230p	---T---	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
NWS CH5 NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$300.00		0.00			
15	KSDK	10/05/12	10/05/12	M-F Noon News Noon News	CM	12-1230p	----F--	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
NWS CH5 NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$300.00		0.00			
16	KSDK	10/01/12	10/01/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
NWS CH5 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
17	KSDK	10/02/12	10/02/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-T-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
NWS CH5 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,000.00		0.00			
18	KSDK	10/03/12	10/03/12		CM	5-530P	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

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Advertiser: Koster, Chris, Atty General / D
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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5P News											
				News Channel 5 at 5P											
				NWS CH5 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,000.00		0.00			
19	KSDK	10/04/12	10/04/12	M-F 5P News	CM	5-530P	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				News Channel 5 at 5P											
				NWS CH5 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,000.00		0.00			
20	KSDK	10/05/12	10/05/12	M-F 5P News	CM	5-530P	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				News Channel 5 at 5P											
				NWS CH5 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,000.00		0.00			
21	KSDK	10/01/12	10/01/12	M-F 6P News	CM	6-630P	M-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				News Channel 5 at 6P											
				NWS CH5 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,100.00		0.00			
22	KSDK	10/02/12	10/02/12	M-F 6P News	CM	6-630P	-T-----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				News Channel 5 at 6P											
				NWS CH5 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,100.00		0.00			
23	KSDK	10/03/12	10/03/12	M-F 6P News	CM	6-630P	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				News Channel 5 at 6P											
				NWS CH5 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,100.00		0.00			
E 24	KSDK	10/04/12	10/04/12	M-F 6P News	CM	6-630P	---T---	:30	1	\$1,100.00	P-3	0.00	NM	0	\$0.00
				News Channel 5 at 6P											
				NWS CH5 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12	M-F 6P News			6-630P		---Th----	:30	(\$1,100.00)		0.00	NM		
Credited															
[Credit \$\$ moved to new order]															
25	KSDK	10/05/12	10/05/12	M-F 6P News	CM	6-630P	----F--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
				News Channel 5 at 6P											
				NWS CH5 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,100.00		0.00			
26	KSDK	10/01/12	10/01/12	630-7P Wheel	CM	630-7P	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				630-7P Wheel of Fortune											
				WHEEL FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00			
E 27	KSDK	10/02/12	10/02/12	630-7P Wheel	CM	630-7P	-T-----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
				630-7P Wheel of Fortune											
				WHEEL FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12	630-7P Wheel			630-7P		-T-----	:30	(\$1,000.00)		0.00	NM		
Credited															
[Credit \$\$ moved to new order]															
E 28	KSDK	10/03/12	10/03/12	630-7P Wheel	CM	630-7P	--W----	:30	1	\$1,000.00	P-3	0.00	NM	0	\$0.00
				630-7P Wheel of Fortune											
				WHEEL FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Koster, Chris, Atty General / D
 Product Desc: ATTORNEY KOSTER
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
38	KSDK	10/07/12	10/07/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
TODAY IN ST LOUIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$200.00		0.00			
39	KSDK	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
TODAY SHOW SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$400.00		0.00			
40	KSDK	10/07/12	10/07/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
NWCHNNL 5 AT 9 SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$400.00		0.00			
41	KSDK	10/06/12	10/06/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
NWS CH5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$600.00		0.00			
42	KSDK	10/06/12	10/06/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
NWS CH5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$500.00		0.00			
43	KSDK	10/07/12	10/07/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
NWS CH5 WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$500.00		0.00			
44	KSDK	10/06/12	10/06/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
NWS CH5 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$1,200.00		0.00			
45	KSDK	10/07/12	10/07/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
NWS CH5 10P POST NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$900.00		0.00			
46	KSDK	10/01/12	10/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	MTWTF--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					1	\$1,000.00		0.00			
47	KSDK	10/01/12	10/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					1	\$1,100.00		0.00			
48	KSDK	10/01/12	10/05/12	M-F 4-5A 4-5A	CM	4-5A	MTWTF--	:30	2	\$25.00	P-3	0.00	NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					2	\$25.00		0.00			
49	KSDK	10/07/12	10/07/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$400.00		0.00			
													Totals	52	\$33,775.00